

Social Media



ALTC
Senior Spouse Agenda
February 11, 2015

State of Social



Social Platforms

SOCIAL PLATFORM CHEAT SHEET * Updated Aug 2014

NEED TO KNOW								
WHO'S ON IT	Most established social channel; broad reach in US & global. Very advanced targeting; paid ads necessary.	Very well established w/ strong ad products & potential for wide reach, though audience is more niche	Owned by Google. 2nd most popular search engine. 6 billion hours of video watched per month.	Owned by Facebook. Very high engagement rates relative to other channels. All mobile. Paid ads in beta.	Millennial parents, millennials, teens, and early adopters. Audience is getting more mainstream.	Massive growth in last 3 years. Created a new design language that many have emulated. Huge mobile usage.	Started by a high school dropout; now owned by Yahoo. Blogging platform for the creative set.	Owned by Twitter. Launched the short-form video craze. Very influencer driven. Nearly all mobile.
MAU	1.07 Billion	271 Million	1 Billion	200 Million	Est. 70 Million Registered Est. 30 Million MAU	Est. 43 Million	40 Million	540 Million
HOW PEOPLE USE IT	Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events. Also used for customer service.	Many are spectators rather than active participants, discovering content, articles & news. Others use it for 1:1 engagement with friends, peers, celebrities & brands. Lots of customer service inquiries.	Watching videos, uploading videos, following video creators (now celebrities in their own right).	Showcasing their lives in unique, artsy, or adorable ways. Lots of selfies. Getting inspired by what others are sharing, including friends, brands & influencers.	Discovering new things & products; getting inspired; planning their lives. Notable: Wedding & party planning; Saving recipes; Curating style, looks, home decor, etc; Vacation planning	Curating & creating content that provides a window into their personalities, interests, etc. Riffing on pop culture, trends, humor, etc. Following others who inspire them.	Consuming & sometimes creating fun, interesting 6-second videos. Following influential content creators.	Often used for promoting one's personal businesses or career. Occasionally following brand content.
HOW BRANDS USE IT	Publish high quality visual content, often an extension of brand campaigns. Elicit engagement from fans & non-fans. Can do very robust demo & interest targeting.	Real-time participation in cultural events. Publish high quality visual & text based content. Ask questions & have 1:1 conversation with consumers & influencers. Host Twitter chats & parties. Respond to customer service inquiries.	Distribute TV commercials and other video content, and create unique web-based video content. Leverage influencers to create video content. Paid media - pre-roll, banners, in-video, etc.	Publish high quality visual content & engage with fans. Leverage influencers to create branded visual content.	Integrate Pinterest button on website & optimize web content for Pinterest. Utilize Pinterest API in unique applications. Maintain Pinterest profile & curate relevant content.	Maintain branded Tumblr page & curate experience through reblogs & original content. Engage with Tumblr influencers. Some convergence with Yahoo advertising.	Creating 6-second videos - one-off's or, increasingly, whole storylines in 6-sec episodes. Leverage influencers to create brand content.	SEO Less commonly used as a content distribution channel, and when it is, it's used mainly by publishers or tech brands.
CONTENT TYPES	Strong visuals (print quality) with less than 20% of image made up of copy (rule for paid ads)	140 character limit Text based, image content, & GIF's	Short & long form video	Strong visuals - artistically created, specific look & feel with "filters". Also, 15-second videos	Strong visuals - best if linked back to (& pulled from) brand website. Unique vertical dimensions	Visual / image based content & GIF's	6-second videos	Text-based content. Can include visuals, videos & links back to brand website
PAID MEDIA	Yes - Robust	Yes - Robust	Yes - Robust	In Beta	In Beta	Yes - Basic	No	Yes - Thru Google
WHAT IT CAN HELP ACHIEVE	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Brand Equity Purchase Intent Brand Engagement	Brand Equity Brand Engagement Traffic Sales	Brand Equity Traffic	Brand Equity Brand Engagement	Traffic Search Optimization
MAJOR KPI'S	Shares, Comments, Likes Impressions, Video Views CTR, CPE, CPF	Rewtweets, @replies, Favorites, Followers Impressions, CTR, CPF Hashtag use	Video views Video completion rate Comments, Likes	Likes, Comments, Hashtag use, Impressions (on paid)	Repins, Clicks, Comments	Reblogs, Notes	Replies, Comments, Loops (# of times video is played)	Clicks, Comments, +1's

Communicate!

- Why social media?
- What message are you trying to send?
- What social site is the most appropriate for you?
- How can you engage your audience?



USAREC Social Platforms

-  [Facebook.com/USAREC](https://www.facebook.com/USAREC) & 
[USARECCSFAB](https://twitter.com/USARECCSFAB)
-  [Twitter.com/USAREC\(CG](https://twitter.com/USAREC(CG), [USAREC_CSM](https://twitter.com/USAREC_CSM) & [USAREC_DCG](https://twitter.com/USAREC_DCG)
-  [Instagram.com/USAREC](https://www.instagram.com/usarec)
-  [YouTube.com/USArmyRecruiting](https://www.youtube.com/USArmyRecruiting)
-  [Pinterest.com/ArmyRecruiting](https://www.pinterest.com/ArmyRecruiting)
-  [Flickr.com/usarec](https://www.flickr.com/usarec)
- Recruiter Journal -
www.therecruiterjournal.com

Forums

Recruiter Forum



USAREC Recruiting Forum | Members | Events | Photos | Files |

[Joined](#) [Share](#) [Notifications](#) [...](#)

PINNED POST

Staff Sergeant Reardon with John Dodson and 10 others
December 21, 2014

The following forum rules are not simply a suggestion. While it's completely understandable that there will be disagreements in the forum, under no circumstances are we going to have verbal attacks or insults against each other. If this is the way a professional should conduct their business, do so OUTSIDE of this forum. Thanks.

STANDARDS OF CONDUCT for USAREC Recruiting Forum:

1) Forum members will refrain from identifying individuals, Recruiting Centers, Companies,... See More

Like · Comment [19](#)

Adam Boktor Sr.
July 18, 2014

New Members Please Read

Welcome to the USAREC Recruiting Forum. This is a place for Soldiers and Civilians affiliated with USAREC to collaborate and communicate regarding topics of interest within our command. This page fills a unique need by using social media to close the distance of our geographically dispersed organization. Members consist of Recruiting NCOs, USAREC Civilian and Military Staff at each echelon, Officers, Future and Former Recruiters, and Family members. Pl... Continue Reading

ABOUT 5,863 members
[Closed Group](#)
Welcome to the USAREC recruiting forum. This group is place to discuss, learn, and share ideas f... [See More](#)

5,863 members (265 new) · Invite by Email

Tags:
US Army Recruiting Command (USAREC) · U.S. Army · Social Networking

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates.
[+ Create Group](#)

SUGGESTED GROUPS See All

- Cooking lounge and recipe swap. 1,346 members [+ Join](#)
- USAREC AMEDD Recruiting Forum 118 members [+ Join](#)
- 3ANS_Uniting_Sisters Wintre-Renee Davis joined [+ Join](#)

Spouses Forum



Spouses of USAREC Support Page

Join this group to see the discussion, post and comment. [+ Join Group](#)

ABOUT [Closed Group](#)
*If you're trying to become a member of this group, we will be messaging you to make sure your s... [See More](#)

Members (1,011) See All

Friends

Kelli Renee

Admins
Alysha Renie RC Centeno Amber Nicole

Other Members

Savanna LeCheminant Lisa Schwenk Megan Marie Spencer Karri Vierra Becca Voss McDonough Liz O'Lone Abbott

Mo Maureen Nelson April Dawn Leonard Debora Penton Tashia Marion Jennifer Gesford April Curry

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates.
[+ Create Group](#)

SUGGESTED GROUPS See All

- The Crazy Lives of USAREC Wives 159 members [+ Join](#)
- BFMT-Trying To Conceive 2,221 members [+ Join](#)
- Cleft Mom Support 2,170 members [+ Join](#)
- CarSeat Safety 1,900 members [+ Join](#)
- BFMT Mamas in the Kitchen 9,191 members [+ Join](#)

Google +



- Create a page - one stop shop
- Google Hangouts - communicate pertinent information face to face

A screenshot of a Google+ profile page for Reena O'Brien. The profile picture is a blue circular placeholder. The name 'Reena O'Brien' and the URL 'goarmy.com' are displayed. Below the name, it says 'Worked at U.S Army Recruiting Command' and shows '8 followers'. The main content area has tabs for 'About', 'Posts' (which is selected), 'Photos', 'Videos', '+1's', and 'Reviews'. A large text input field says 'Share what's new...'. Below it, there are buttons for 'Text', 'Photos', 'Link', 'Video', 'Event', and 'Poll'. A 'Complete your profile' section encourages users to put a face to their name. A 'You may know' section lists 'SFC Benjamin Crews' and 'SFC Jeffrey Chase'.

A screenshot of the Google Hangouts landing page. It features a large image of a person using a smartphone. The text 'One place for all your conversations' and 'Hangout with your friends anytime, anywhere, for free.' is displayed. It highlights three types of conversations: 'Group conversations', 'Fun conversations', and 'Live conversations'. Below this, sections for 'Hangouts On Air' and 'Video Hangouts' are shown, each with examples of video calls and a 'View all' link.



Facebook



- Create a spouse group page
- Use it to engage and ensure messages are getting pushed out
- Share and build a community

A screenshot of a Facebook group page titled "Red Brick Brigade". The page has 108 members and a post from Megan Graves Kassebaum. The post reads: "Sorry about the trash cans in the alley/street behind my house. It is a barricade around a comatose possum. (It seemed a shame for him to survive the dog only to risk being run over!) Hopefully the possum will move on ASAP. Either way, possum & cans will be moved in the a.m." On the left sidebar, there's a profile picture of Reema O'Brien and a sidebar with various links like News Feed, Messages, Events, Saved, and Pages.



LinkedIn



- Create a spouse group page
- Use it to engage and ensure messages are getting pushed out
- More professional

A screenshot of a LinkedIn group page titled "Military Spouse Employers". The page has 706 members. The main post discusses how The American College is assisting military families. Another post by Anna Morgan encourages genuine support for veterans and their spouses. The sidebar shows member profiles and a recruitment advertisement for a Nissan program.



Feedback

- Social Space allows for instant feedback
- Encourages conversation
- Provides a



Challenges

- Public Domain
- Safety and Scrutiny
- Army Values



Helpful Links

www.usarecsmguide.weebly.com

<http://www.arcent.army.mil/u-s-army-social-media-handbook>



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